Your answer for Sales Territory Management
Territory Management
Why it’s important

Poorly aligned or unbalanced territories

• Result in missed opportunities
• Fail to maximize your sales resources
• Are inefficient to cover
• Result in higher compensation costs
• Lower morale and lead to higher turnover
The need is Clear, but don’t believe us...

- Studies have shown that 80% of companies are missing 2-7% of unrealized sales because their territories are misaligned.
- A recent article in Harvard Business Publishing stated that “territories and sales quotas that made sense last year may not be realistic in today’s conditions” and that realignment of territories may be in order. [“How to Turbo Charge Sales in Turbulent Times”, Dianne Ledingham and Darrell Rigby, Harvard Business Publishing]
- Assessing the current sales coverage model helps to determine which selling and sales-support formulas are most effective for which types of customers and sales situations, and to rebalance resources as needed. [“The Downturn’s New Rules for Marketers”, David Court, The McKinsey Quarterly]
- On average, enterprises will miss the equivalent of at least 10% of total annual sales in "lost opportunity" revenue that could have been captured with improved processes for defining, assigning and managing territories, quotas, and incentives and compensation plans. [Gartner]

Appropriate tools make the job efficient and productive.
• ProAlign offers two software solutions to help you analyze, create, realign and maintain your sales territories.

• ProAlign Desktop is best used by the Sales Analyst or Sales Operations Dept and provides best-in-class analytical and alignment capabilities.

• ProAlign Web is a permissions-based SaaS application designed to be used by field sales management. It allows users to work collaboratively with corporate on the territories that they are managing or to see the territory they are responsible for.
With ProAlign:

- Maximize sales coverage
- Visualize sales territories on maps
- See the effect of alignment changes on the fly
- Utilize a “data” based approach
- Balance on sales, potential, workload, etc.
- Fast and easy-to-use
Desktop

- Visualize your sales territories and see the effect of changes immediately in a map, chart and table
- Automatically optimize territory configuration with only a few mouse clicks
- Easily generate maps, reports and PowerPoint slides
- Work with establishment points (e.g. customers, prospects, etc.) or polygons (e.g. postal codes, counties)
- Import data from *.xls, *.xlsx, *.csv, *.dbf, *.mdb files
- Many customization options available
• Visualize your sales territories and see the effect of changes immediately in a map, chart and table
• Permissions based – user only sees the area they are responsible for
• Work with establishment points (e.g. customers, prospects, etc.) or polygons (e.g. postal codes, counties)
• Work with the U.S. and Canada simultaneously
• Simple, easy-to-use; no training necessary
• Integrate with Salesforce
We also provide

Territory Alignment Services

• Customer profiling
• Potential modeling
• Workload modeling
• Sales force sizing
• Current situation analysis
• Realignment services (project basis)
• Outsourced territory maintenance (ongoing)
Results from proper Territory Management

• Increased Sales/Profits
• Higher performing territories
• Better coverage of key opportunities
• Increased customer satisfaction
• Lower turnover/Increased morale
• Higher return on other investments (e.g. CRM, SFA, SPM and marketing programs)
Contact us to discuss your Territory Management needs and to schedule a product demonstration.

www.proalign.net  (877) 893-6490
We look forward to talking with you!

SMARTER DECISIONS : BETTER RESULTS

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